

# Transcript for the Benji presentation at ISEA.

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\* note: all images will be projected as slides during presentation.



(image of corporate logo)

Commenting on the impact of the Human Genome Project, the Nobel laureate James Dewey Watson said, "We used to think that our fate was in the stars. Now we know that, in large measure, our fate is in our genes."

Francis Crick and James Dewey Watson became the founding fathers of the new molecular genetics by describing the complex structure of DNA in 1953. Other scientists, building on the knowledge of DNA's structure, have 'cracked' the genetic code and have begun to identify and locate specific genes. Scientists, working on the Human Genome Project, have mapped all of the estimated 50,000 to 100,000 human genes and spell out the entire message conveyed by three billion chemical code letters in the human genome. That message, written in the code of DNA, is found in the nucleus of the body's ten trillion cells (except red blood cells). In the early days, it was understood that these instructions not only determine the structure, size, coloring, and other physical attributes of each human being, but could also affect intelligence, susceptibility to disease, and behavior. Today, decades on, thanks to the scientific ground-breaking work by Prof. Benji Brin, we now know for certain that intelligence, susceptibility to disease, and behavior is also determined in the gene, reconfiguring the conception of ourselves, our communities and our world for good.

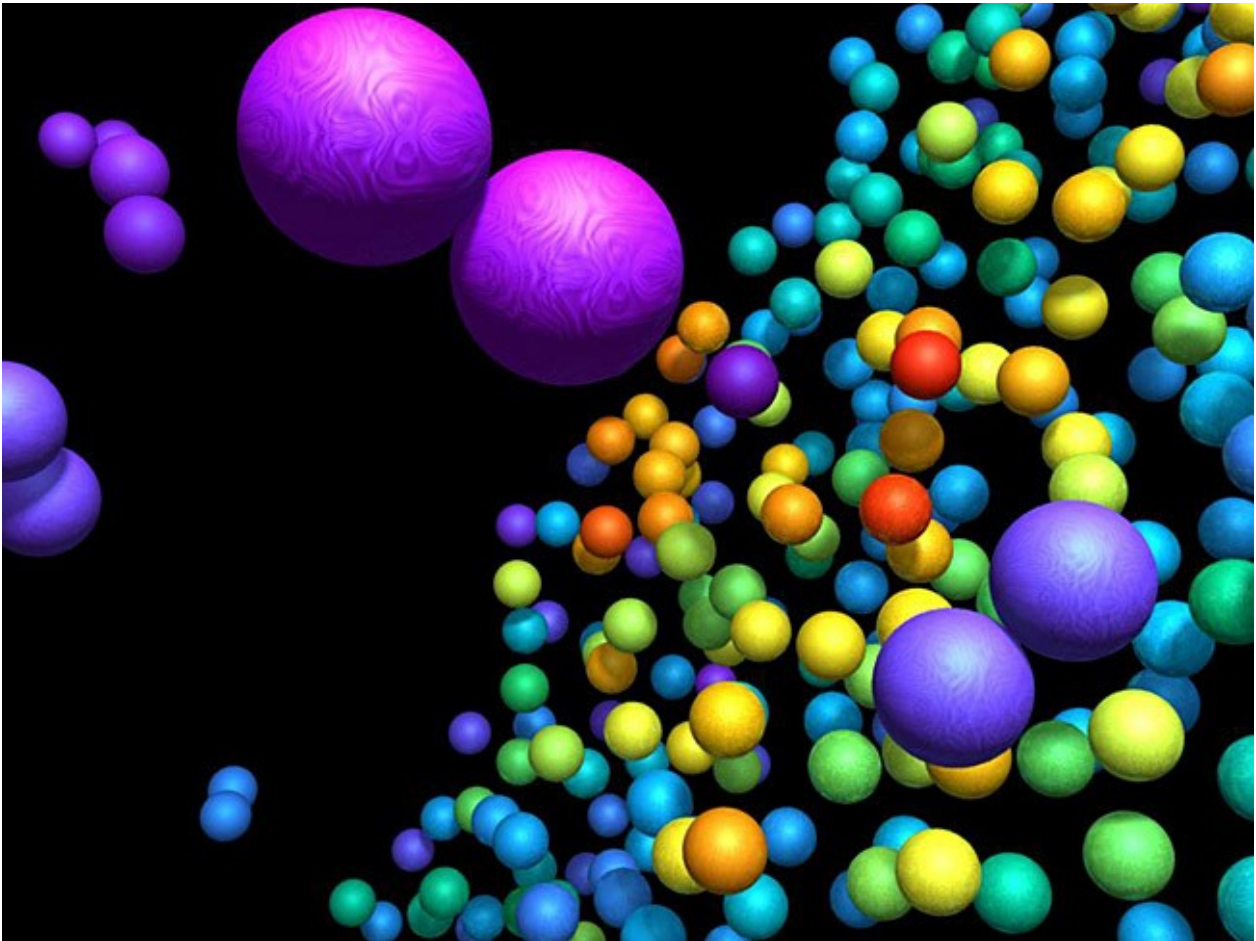


(professional black and white portrait of Prof Benji Brin)

Today, I will talk about Prof. Benji Brin and his indispensable accomplishments to society at large but especially in the domain of biotechnology, internet search and advertising technology. At the nucleus of all his discoveries and inventions lies Benji, an advance intelligent DNA search engine that has resulted from years of precise research and careful development. What this company opened up was not only an platform to apply his research into practice but it also provided the valuable step in granting the world unrivaled prospects for the understanding and consequently the improvement of health, longevity and the quality of life.

(still need: image of Benji as a child with his grandmother)

Prof. Benji Brin was complex man, he was a man of many many parts. He was of course, foremost a very great scientist and a philosopher, a wise teacher and the master of his own destiny. From an early on, young Benji already developed a precocious talent for computing and biology and found solace in scrutinizing swarms of microbes beneath the lens of his microscope. He pondered endlessly about the little universes living on in tiny specks of skin tissue, hair, saliva or whatever he could get his insatiable hands on. One day as young Benji was playing in the garden, his father called out to him from the veranda of their house and beckoned to come inside. Recalling the moment so vividly, Benji learns of his families genetic defects, of which his grandmother and father would be its first victims. The gaping hole in his heart at nature's unrelenting ruthlessness would later prove to be productive in his quest to seize the cause of illness, sadness and weakness.



(image of the BBB1 gene)

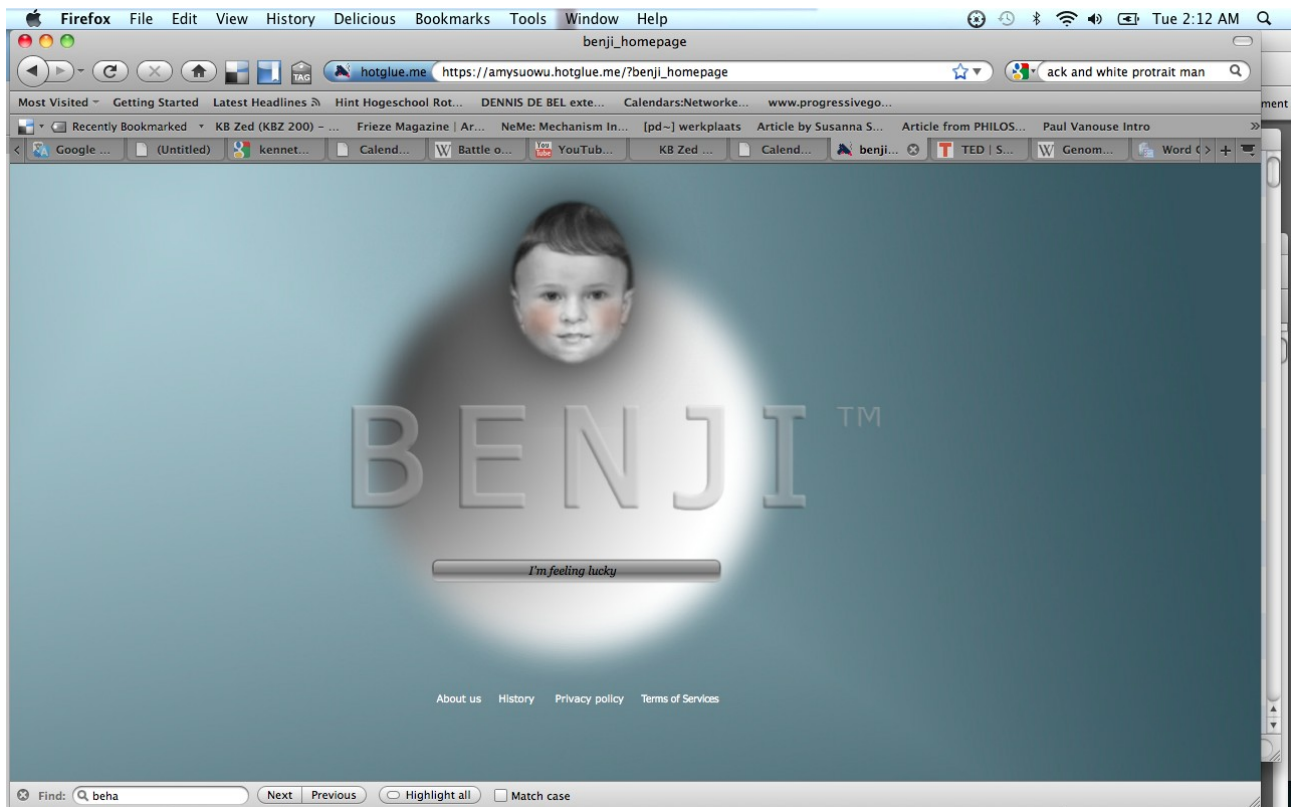
During the time as a student at the University of Singularity, he hypothesized that if the psychological mood cycles and physical habitual routines can be conquered in the gene, then it would be possible to not only determine but essentially preempt real physical manifestations - including the prevention of inevitable disease, addiction of drugs and ultimately, biological breakdown. He was not the first to suggest a correlation between gene and behavior, but he was the first to prove that the essence of 'original behavior' can be traced undoubtedly on the genetic level - or more precisely to a specific gene called BBB1. His outstanding reputation as a conscientious student lent weight to the fact that this direct link was in fact unmistakable. Now (figure of speech), the discovery of this gene was aided by another research he was conducting at the same time. The simultaneous development of the method called DNA Isolation Switch was what allowed him to uncover the BBB1. The DNA Isolation Switch came to light when determined Benji patiently conceived of a way to isolate a gene's action at specific points along a single strand of DNA. Prof Benji Brin also realized that by harnessing this component of molecule, the targeted BBB1 could be turned on or off and furthermore manipulated. Prof Benji Brin eventually succeeded in making the DNA Isolation Switch perform as desired in a reliable fashion, he had an immensely powerful technique for providing essentially ultimate control of the precise genetic material molecular biologists and others required for their work. Using the method the DNA Isolation Switch, the BBB1 gene was able to be studied and experimented on simple bacteria and virus. ~~(Quite soon after his discovery of the gene, he was approached by other leading scientists, doctors and psychologists to see if he could treat the behavior of patients with ill mental health.)~~



(Image of Prof Benji Brin at work)

With the advent of the Benji enterprise, Prof Benji Brin transitioned from academia to commerce knowing that he would be able to industrialize the method of the DNA Isolation Switch and other DNA analysis technology. What was once a vision, and now what we take for granted, is the possibility to operate it simply over the internet. Without the need to have to go down to your local laboratory, one doesn't have to get out of the house like the old days, to have their DNA sampled, tested and analyzed. Not only did it democratize the opportunity, but it also saved a lot of people's valuable time. What revolutionized this experience was a simple but highly powerful and intelligent technology that reads and collects one's DNA and specifically the BBB1 gene over a relatively low bandwidth. Owing to its unsurpassable DNA database, the unique performance is its ability to match the sampled DNA with incredible accuracy in determining the most personalized products specifically designed to enhance people and their lifestyle. Simultaneously sophisticated, the search engine has also been specifically tailored to identify and gather the scope of items most suitable to users' needs and desires, but also items that will help them in minimizing risk to direct the prevention of undesired effects. It is a choice of protection, not an inescapable punishment, and therefore carries no stigma or humiliation. As the Benji enterprise has a long tradition of gene specialization, its results have been highly commended.





(screenshot of the Benji website in browser)

Here is a screenshot of the current website. As you can see it has a simple interface with a very user-friendly design to facilitate comfortable navigation of the site and better understanding of user's personal information.

The Benji enterprise's mission is the constructive, practical advancement and betterment of human life, character, and citizenship, in such manner as to make for human happiness and progress. It was founded to empower individuals and develop new ways of accelerating scientific research and market economy. The Benji enterprise has come together because of the combined agency of genetics and the ubiquity of Internet to have a significant, positive impact. The company believes that people's similarities are just as important as their differences. As Prof Benji Brin once said himself:

*"Each and every one of us is unique, but we also share more than a few fundamental similarities. That's one of the biggest lessons of research in the genomic age. But even many of the things that make us distinct - like having blue eyes, high blood pressure, German ancestry or being zealous - we also share with others. Benji helps you connect to and create communities around existing common interests and newfound affinities."*

Furthermore, The Benji enterprise is also keen in giving everyone the opportunity to contribute to improving human understanding. To repeat what they said:

*"It's fun to learn about your own genome in the light of what you know about yourself, and even more enlightening to see how your data compares to that of your family and friends. But what if you could, at the same time, contribute to science's understanding of how genes interact with the environment to make individuals who they are? We want to build a powerful, diverse, and ever-growing resource for research that combines advances in genetic analysis with the power of the new internet technologies."*

*Because we believe Benji's mission extends to the advancement of science and economy, we intend to give you the opportunity to participate in research that could improve*

*understanding of how genetics predetermines our lives.*

*So when you send in that DNA sample, you're not only learning about yourself, you're joining a community of motivated individuals who can collectively impact research and basic human understanding. In today's connected information age, it's no longer just about me. Instead, it's about how we can change our understanding of ourselves and children by joining together."*

(image of a Benji advert : The best for my children and the best children for me. )

The proverbial expression "A Leopard Can't Change His Spots" doesn't not hold true in today's world. Through the service of Benji, the intelligent DNA search engine, it is now possible to not only change the spots but the free will to remove or create them. In March 2002, James Watson told a BBC journalist that it would be foolish for parents not to use the technology of genetic engineering because genetically enhanced children "are going to be the ones that dominate the world."

note to self: still need

-insert and reinforce more values of Freedom, choice, minimize risk, deserve perfection.

"because your worth it"

-promotional video of some sort

-more adverts

-graphs and scientific 'evidence'

-a compelling and convincing end!!!